

BUSINESS NEWS ISSUE No. 46

Marina Boaters Presentation

June 28 2012

**IF YOUR NUMBERS COULD
TALK, WHAT WOULD THEY SAY?**

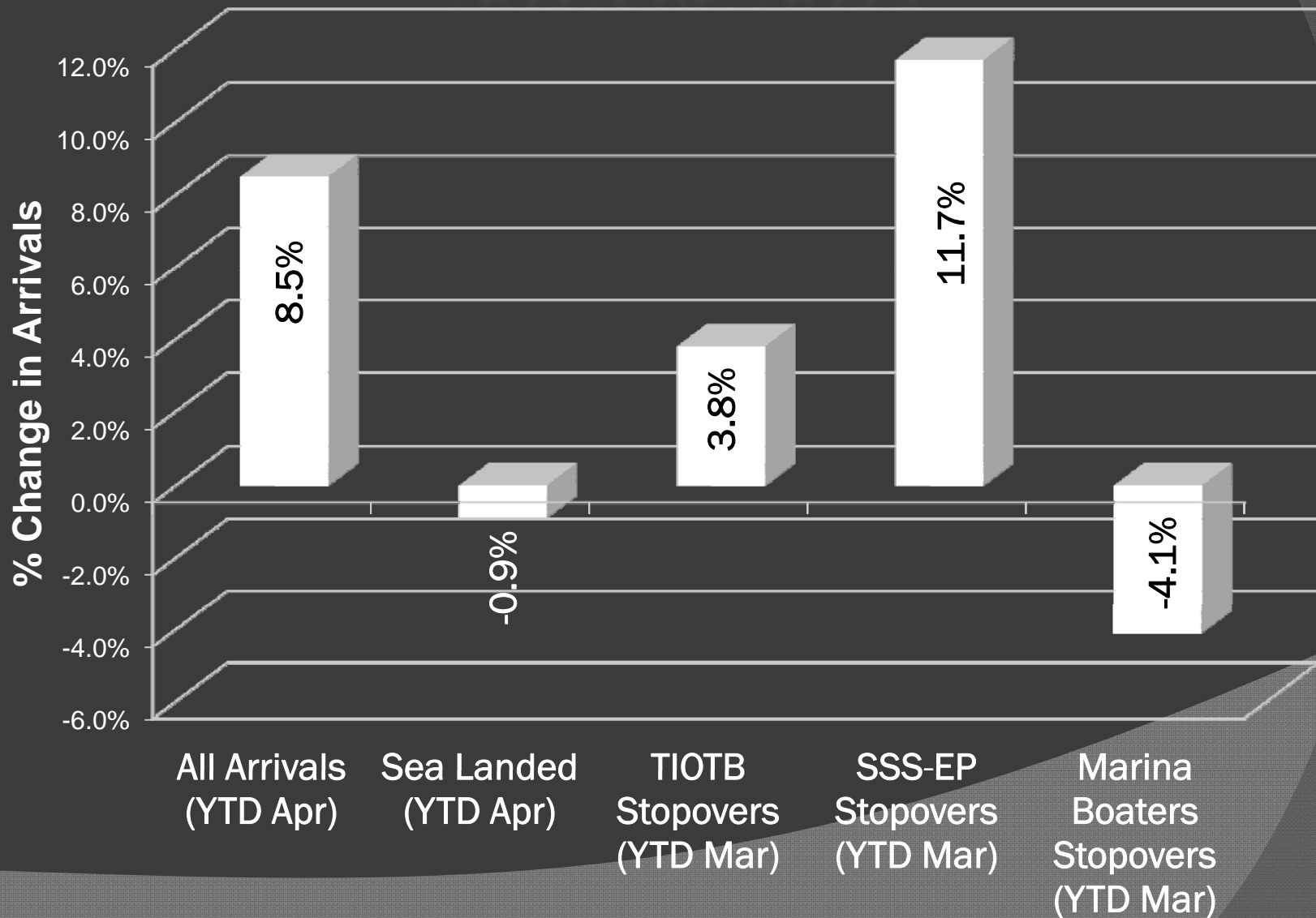
Percentage Change in Arrivals 2012 VS 2011

- Overall arrivals to end of April were up (+8.5%) but Sea Landed Arrivals (only yachters and boaters) were slightly off (-0.9%).
- Stopovers to the end of March were up (+3.8%), those staying in Marinas were down (-4.1%).
- The segment showing the greatest recovery were those visiting TIOTB who were staying in EP hotels and here for the beach (+11.7%)

Percentage Change in Arrivals 2012 VS 2011

- Focusing on the Marina Boaters from January to March 2012, January was a good month showing 35% growth, while February and March showed declines. This might change as more cards come in from the Family Islands for March.

Percentage Change in Arrivals 2012 VS 2011



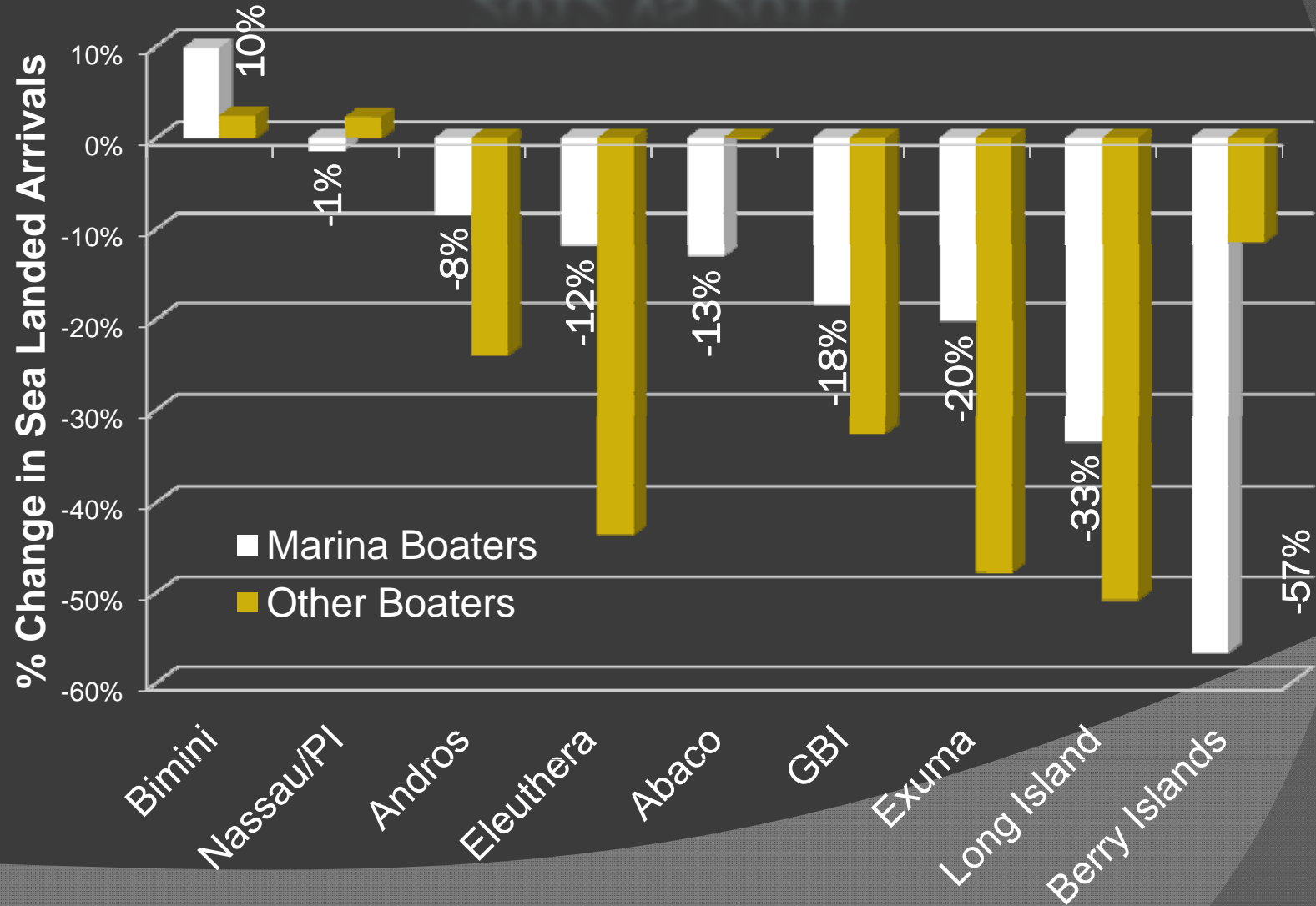
% Change in Boater Stopovers

January to March
2012 VS 2011

- Only Bimini showed growth (+10%) in the first quarter and accounted for 50% of all Marina Boaters.
- Boaters not staying in Marinas followed a similar trend but with Nassau/PI and Bimini showing increases.

% Change in Boater Stopovers

January to March
2012 VS 2011



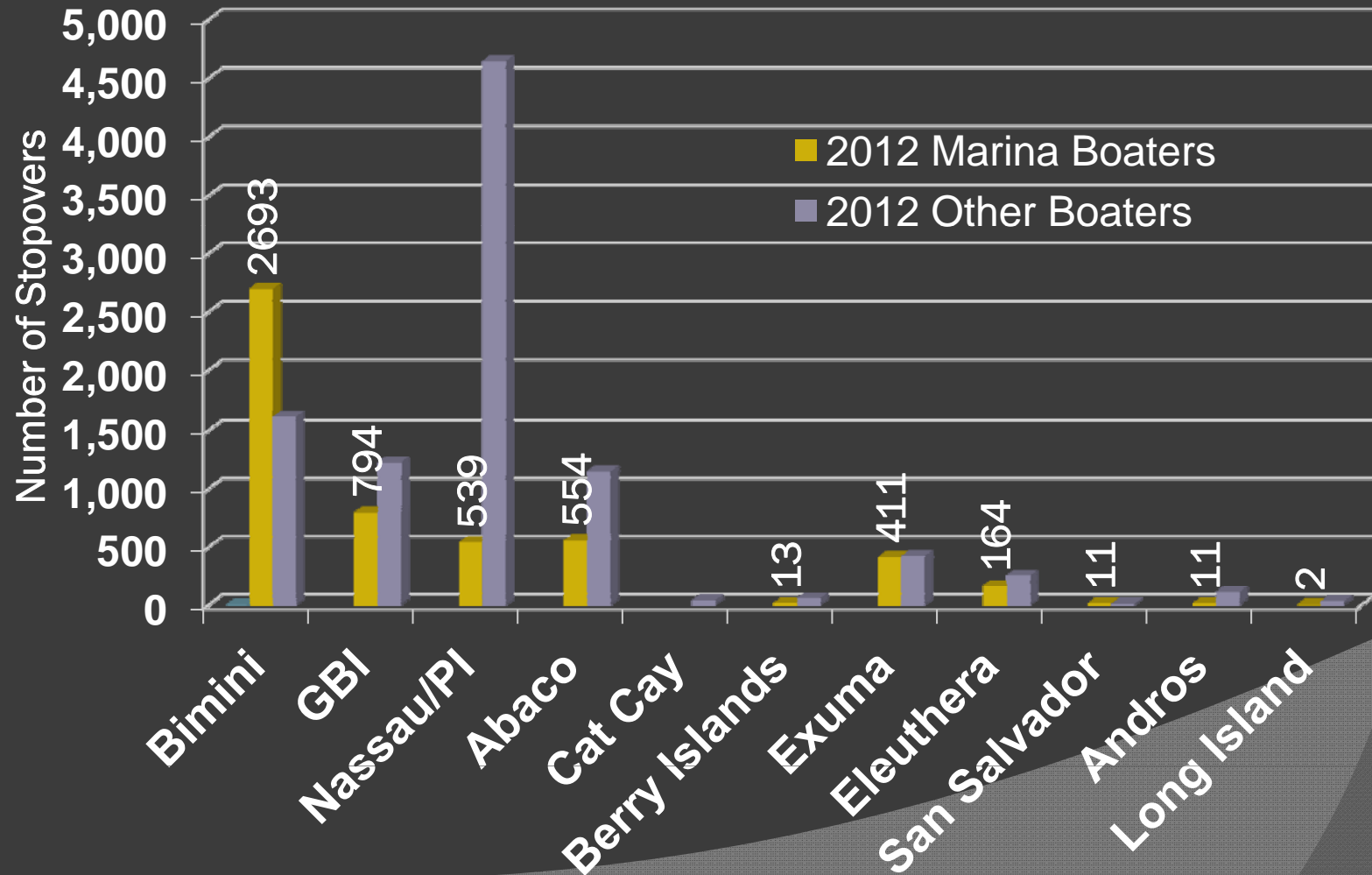
Marina verses Other Boaters

January to March 2012

- Nassau/PI showed an inordinate number of boaters who did not stay in Marinas.

Marina verses Other Boaters

January to March 2012



Where Yachter/Boaters with Nassau as First Port of Entry Actually Stayed

- Looking at the Immigration Departure Cards for Yacht/Boater stopovers for Nassau/PI as their First Port of Entry and who provided no answer when asked where they stayed for the years 2005 through 2009 we see:

Where Yachter/Boaters with Nassau as First Port of Entry Actually Stayed

- ❑ that 46% of them stayed in Nassau only
- ❑ 43% stayed in Nassau and then somewhere else.
- ❑ That 11% said Nassau/PI was only their first port of entry and did not stay there at all but went somewhere else.

Where Yachter/Boaters with Nassau as First Port of Entry Actually Stayed

- Nassau/PI was frequently a layover for those going to Exuma- 35% of Nassau/PI first port Yacht/Boat stopovers go on to Exuma, 18% to Other Islands (i.e. not the major ones identified on the Departure Cards).
- This compares to all other stopovers (Air, Cruise and Private Plane) where 95% said Nassau was their first port of entry and the only place they stayed in TIOTB.

Where Yachter/Boaters with Nassau as First Port of Entry Actually Stayed

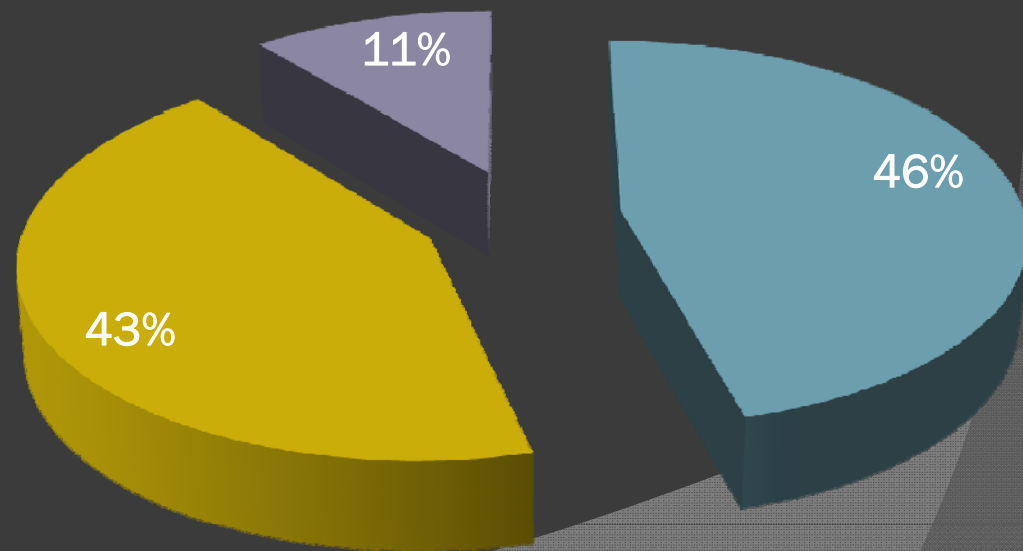
- Remembering the high local expenditures of Marina Boaters along with the island hopping of Yachter and Boaters already documented, yachters and boaters could be the poster children for distributing travel dollars into local communities throughout the Commonwealth if they stay in Marinas.

Where Yachter/Boaters with Nassau as First Port of Entry Actually Stayed 2005 Thru 2011

Source: Departure Card

% of Nassau/PI First Port Yacht /Boaters

- Stayed in Nassau Only
- Stayed in Nassau and Somewhere Else
- Did Not Stay in Nassau



Includes only those who did not provide an accommodation name on Arrival Card and therefore were recorded in Nassau/PI as Island of Stay

Where Yachter/Boaters with Bimini as First Port of Entry Actually Stayed

- Often it has been pointed out that Bimini gets credit for many stopovers because of how we count where yachter/boaters stay on the Immigration Card that is, basing it on the accommodation name question on the Immigration Arrival Card where it is limited to only one name.

Where Yachter/Boaters with Bimini as First Port of Entry Actually Stayed

- Again by using the Departure Card data that gives the number of nights by island of actual stay shows that for the yachters/boaters from 2005 through 2009 entering TIOTB through Bimini:
 - 76% stayed there only.
 - 12% stayed in Bimini and then went somewhere else as well
 - while 12% did not stay in Bimini at all.

Where Yachter/Boaters with Bimini as First Port of Entry Actually Stayed

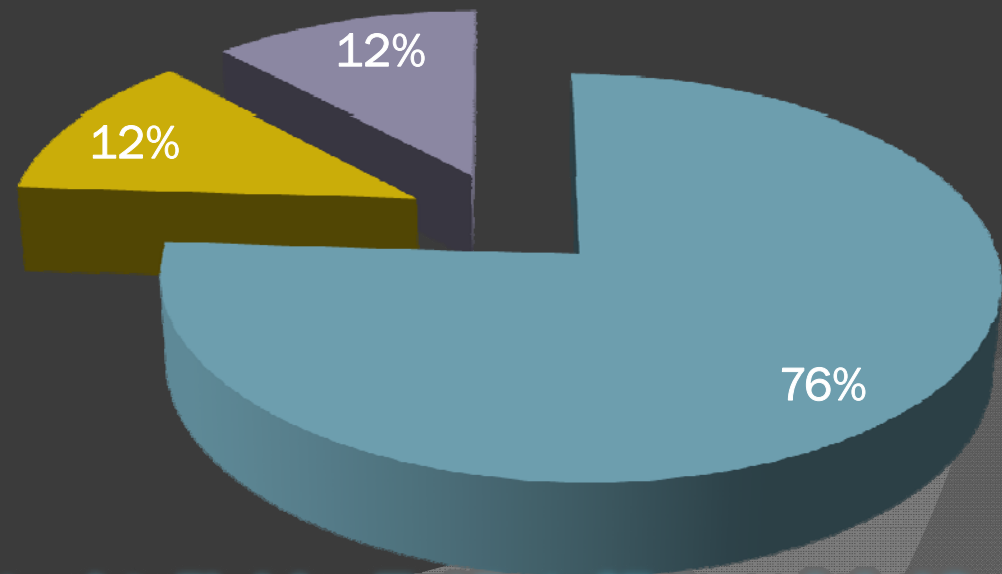
- Looking at where they went from Bimini, it was primarily to Abaco (9%), Nassau/PI (10%) and Exuma (5%).

Where Yachter/Boaters with Bimini as First Port of Entry Actually Stayed 2005 Thru 2011

Source: Departure Card

% of Bimini First Port Yacht /Boaters

- Stayed in Bimini Only
- Stayed in Bimini and Somewhere Else
- Did Not Stay in Bimini

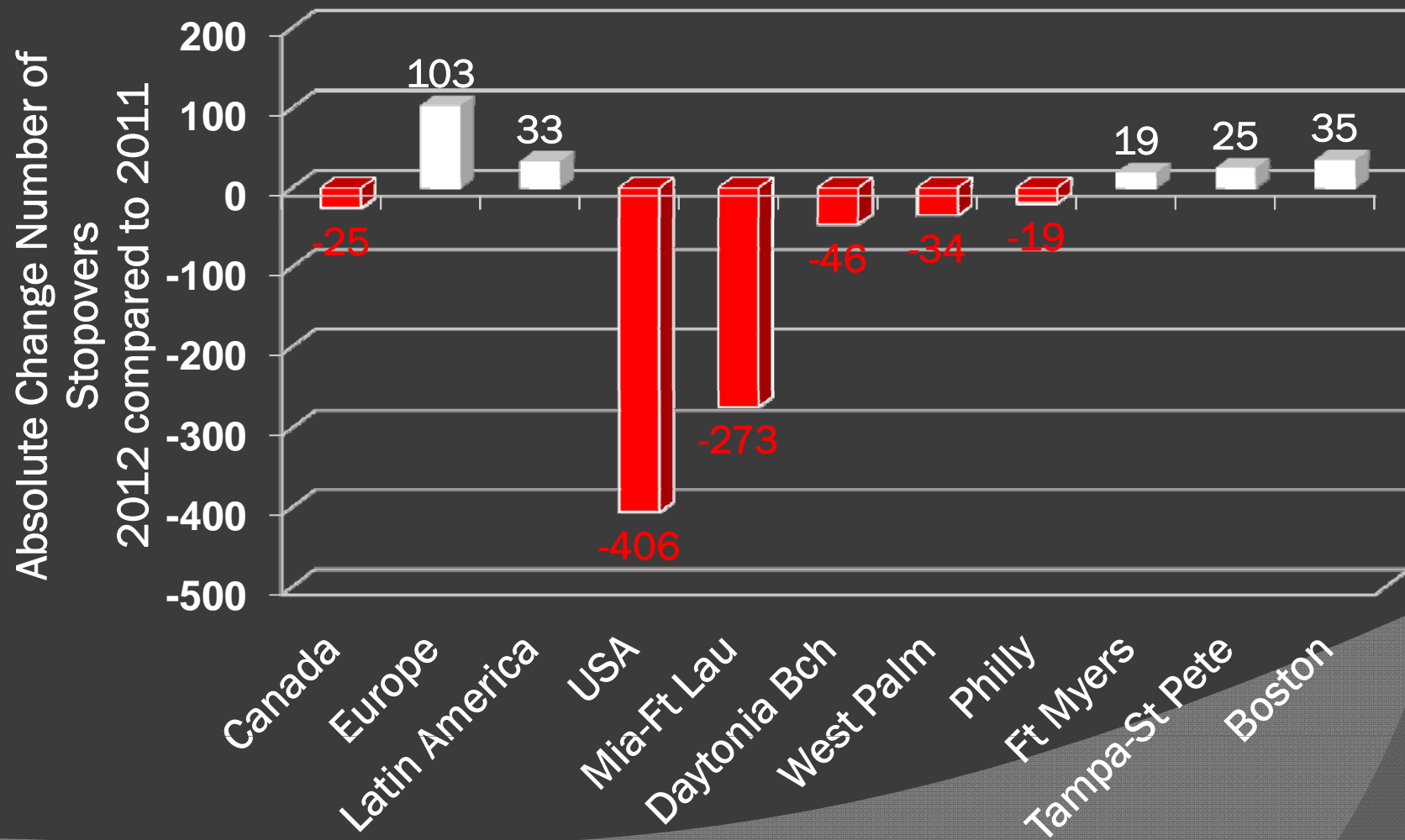


Includes all Yachter and Boaters into Bimini as First Port of Entry on Arrival Card

Marina Boaters Key Origin Markets January to March 2012

- A review of the origin markets showed Europe grew by 103 Marina Boaters while the US fell by some 400 Marina Boaters.
- Miami-Ft Lauderdale was the biggest reason for the decrease in US business (273 fewer stopovers).

Marina Boaters Key Origin Markets January to March 2012



Marina Boaters Profile

January to March 2012

- The bulk of decreases in Marina Boaters came from stopovers that stayed 3 to 4 nights (-33%) while those staying 2 or less nights or staying over a month accounted for the growth(+18%).

Marina Boaters Performance Compared to 2008

- There is another area where the Numbers have a Tale to Tell- comparisons to 2008.
- Understanding what drives these peaks and valleys between 2009 and 2012 helps identify who forms the core Marina business.

Marina Boaters Performance Compared to 2008

- After examining the peaks and valley of these four years and we see that:
 - It was Bimini and its Miami-Ft Lauderdale customers, particularly from Miami – Dade County that determined the heights or depths of Marina Boater performance for TIOTB in total.

Marina Boaters Performance Compared to 2008

- Bimini Miami-Ft Lauderdale accounted for 78% of Marina Boaters increase above 2008 levels in November 2009, 89% of the decrease below 2008 levels in December 2010 and 88% of the increase in January 2012.

Marina Boaters Performance Compared to 2008

- The Bimini, Miami – Fort Lauderdale core customer that shapes these changes were repeat visitors, particularly those on five or more visits and earning on average from \$50,000 to \$100,000 per household and those who like to stay one week or less.

Marina Boaters Performance Compared to 2008

- ❑ The Abaco increase above 2008 levels experienced in December 2010 was driven by long stays, repeat visitor, particularly on five or more visits from Palm Beach and Martin Counties.

Marina Boaters Performance Compared to 2008

- ❑ Abaco decreased substantial between December 2010 and January 2012 in terms of 2008 levels going from 1,212 above 2008 in December to 636 below in January, a loss of 1,848 Marina Boaters in 13 months.

Recap of Performance Drivers 2008 thru 2012

- Bimini dominates and is dominated by Miami-Ft Lauderdale and particularly Miami - Dade County.
- Abaco has widely distributed sources of business but heavy on Palm Beach and Martin Counties
- Customers that shape the trends:
 - Repeat visitors, particularly 5 plus visits
 - \$50,000 to \$100,000 average annual income
 - Like to stay a week or less

MARINA BOATERS COMPARED TO 2008 LEVELS



Insights

- Bimini drives TITOB Marina Boaters numbers at this point in time. This plays out in the first quarter performance and 2008 levels.
- There was a sharp decline in GBI, in 2005 it represented 26% of Marina Boaters, 2011 it stood at 16%.

Insights

- While Bimini keeps a significant portion of first port entries right there (75%), it also feeds Abaco, Nassau/PI and Exuma.
- It is possible that the Nassau/PI Harbour could offer a great source of leads for other Marinas in the islands.

Insights

- Clearly Yachters and Boaters tendency to island hop offers one of the best opportunities for spreading the tourist dollar throughout TIOTB provided they stay in Marinas or are enticed to make local purchases from offshore.

Insights

- Marina Boaters to TIOTB in total have not been hit as hard as the rest of the tourism businesses by the recession.
- Comparisons to 2008 levels show that it wasn't until the depth of the recession August through December 2010 that stopovers dipped seriously below 2008.
- However the recovery has been spritely. Again this could be localized to Bimini due it preeminence and geographic position.

Insights

- The incidence of growth in stay lasting a week or less may also negatively impact the Marina Boater levels farther down the Island chain.
- Finally, Miami-Ft Lauderdale, West Palm Beach and repeat visitors factor heavily in any recovery.